



Pedro Arruda

Content Strategist/Digital Communications

Versatile digital and communications professional with 20+ years of experience across content strategy and development. Contributed to building the social media voice of the International Olympic Committee since 2014. A creative and strategic thinker with a strong track record in content production and storytelling. Passionate about life and driven by the power of digital to connect with global audiences.

Contact

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Route de la plaine, 14 | Chavannes-Près-Renens (VD), 1022, Switzerland

Education

2026 | Certificat AI Content Creation & Social Media - *in progress*
CREA - OMNES Education (Switzerland)

2014 | Executive Masters in Sport Organisations Management (MEMOS)
University of Lleida (Spain)

2012 | Post Graduate course in Humanitarian Aid and Development
Pontifical Catholic University (Brazil)

1999 | Bachelor of Communications
Faculdades Int. H. Alonso (Brazil)

Expertise

Digital Strategy, Planning & Development • Content Production • Creation of Innovative, Attractive and High-Performing Assets • Storytelling • Audience Engagement • Technical Tools & Analytics

Language

- Professional working proficiency
- Professional working proficiency
- Professional working proficiency
- Native proficiency

Portfolio



SCAN ME

Experience

2014 - 2025 | Lausanne, Switzerland



International Olympic Committee | Global Social Media Manager

Helped the IOC build and refine its social media voice, establishing new processes for producing engaging content that resonates with global and local audiences. Supported growth efforts that drove audience expansion from 50M to over 160M followers. Managed end-to-end content production efforts, driving the delivery and distribution of high-performing assets. Collaborated with regional teams across nine languages and managed content across multiple platforms, including Facebook, Instagram, YouTube, TikTok, X, Weibo, and VK, ensuring consistency and quality. Served on-site as part of the IOC mission team at four Olympic Games and three Youth Olympic Games.

2008 - 2014 | Rio de Janeiro, Brazil



Brazilian Olympic Committee | Communications Supervisor

Launched the first social media platform for the Brazilian Olympic Committee in 2010, establishing its initial digital presence. Led content production across websites and social media channels for Team Brazil and the Brazilian School Games. Contributed to the digital campaign for the Rio 2016 Olympic Bid. Represented the Brazilian delegation on-site at the London 2012 Olympic Games, Guadalajara 2011 Pan American Games, and Lima 2013 Youth South American Games.

2007 - 2008 | Rio de Janeiro, Brazil



Bola Pra Frente Institute | Partnerships Supervisor

Managed fundraising strategy and corporate partnerships for the Instituto Bola Pra Frente, founded by FIFA World Cup winner (USA 1994) Jorginho. Supported initiatives leveraging sport and culture to drive social development in underserved communities in Rio de Janeiro's North Zone, where the organization has been active since 2000.

2001 - 2007 | Rio de Janeiro, Brazil



O Globo | Advertising Copywriter | Account Executive

Copywriter: Conceived and produced advertising campaigns, including headlines, subheadings, and body copy across briefs of varying scope; Account Executive: Managed agency-client relationships, ensuring clear communication, ongoing satisfaction, and alignment on campaign objectives.

2000 - 2001 | Rio de Janeiro, Brazil



Globo.com | Content Editor

Sports Division: Delivered comprehensive multimedia journalism across text, photography, audio, and video formats for Globo's digital platform, covering breaking news and in-depth sports stories for one of Latin America's largest media groups.

Reference

Christian Klaue

Corporate Comms and PA Director, IOC

Phone: [REDACTED]

Email: [REDACTED]

Alex Huot

Former Head of Social Media, IOC

Phone: [REDACTED]

Email: [REDACTED]